



# ORDER

Flight Dates **10/09/12-10/15/12**

Contract / Revision      **299973 /**

Original Date / Revision  
06/07/12    10/05/12

Advertiser **DCCC**

Agency    **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007**

Product

**Democratic Congressional Campai**

Agency Com    15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep      00:05:00

Estimate #      **1200**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      PARTY

Product Codes PL

Priority          P-3

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	62	\$34,403.75	\$40,475.00	0.00	10/01/12	10/15/12	62	\$34,403.75	\$40,475.00
Totals	62	\$34,403.75	\$40,475.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	KNXV	10/09/12	10/12/12	M-F 5-6am M-F 5-6am	CM	5am-6am	- TWTF - -	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			1		\$125.00		0.00				
E 2	KNXV	10/09/12	10/12/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- TWTF - -	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			1		\$400.00		0.00				
E 3	KNXV	10/09/12	10/12/12		CM	7am-9am	- TWTF - -	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00



KNXV

Print Date: 10/08/12

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Contract / Revision **299973** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 06/07/12/ 10/05/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1200**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7-9am											
				M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -		2			\$400.00		0.00				
E 4	KNXV	10/09/12	10/15/12	M-F 430-5am	CM	430-5am	MTWTF - -	:30	4	\$50.00	P-3	0.00	NM	5	\$250.00
				M-F 430am News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -		4			\$50.00		0.00				
Week:		10/15/12	10/21/12	M- - - - -		1			\$50.00		0.00				
E 5	KNXV	10/14/12	10/14/12	Su 6-7am GMA	CM	6am-7am	- - - - - S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				Su 6-7am Good Morning ,											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- - - - - S		1			\$200.00		0.00				
E 6	KNXV	10/09/12	10/15/12	M-F 10am-11am	CM	10am-11am	MTWTF - -	:30	4	\$400.00	P-6	0.00	NM	5	\$2,000.00
				The View											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -		4			\$400.00		0.00				
Week:		10/15/12	10/21/12	M- - - - -		1			\$400.00		0.00				
E 7	KNXV	10/09/12	10/15/12	M-F 11am-12pm	CM	11am-12pm	MTWTF - -	:30	4	\$200.00	P-6	0.00	NM	5	\$1,000.00
				Right This Minute											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -		4			\$200.00		0.00				
Week:		10/15/12	10/21/12	M- - - - -		1			\$200.00		0.00				
E 8	KNXV	10/09/12	10/15/12	M-F 430pm-5pm	CM	430pm-5pm	MTWTF - -	:30	4	\$400.00	P-3	0.00	NM	5	\$2,000.00
				The List											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -		4			\$400.00		0.00				
Week:		10/15/12	10/21/12	M- - - - -		1			\$400.00		0.00				
E 9	KNXV	10/09/12	10/15/12	M-F 4pm-430pm	CM	4pm-430pm	MTWTF - -	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00
				4PM News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -		4			\$500.00		0.00				
Week:		10/15/12	10/21/12	M- - - - -		1			\$500.00		0.00				
E 10	KNXV	10/09/12	10/15/12	M-F 5pm-530pm	CM	5pm-530pm	MTWTF - -	:30	4	\$600.00	P-3	0.00	NM	5	\$3,000.00
				M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -		4			\$600.00		0.00				
Week:		10/15/12	10/21/12	M- - - - -		1			\$600.00		0.00				
E 11	KNXV	10/09/12	10/15/12	ABC World News M-F	CM	5:30pm-6:30pm	MTWTF - -	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
				ABC World News M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -		4			\$1,000.00		0.00				
Week:		10/15/12	10/21/12	M- - - - -		1			\$1,000.00		0.00				
E 12	KNXV	10/09/12	10/15/12	M-F 6pm-630pm	CM	6pm-630pm	MTWTF - -	:30	4	\$700.00	P-3	0.00	NM	5	\$3,500.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -		4			\$700.00		0.00				



KNXV

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Contract / Revision **299973** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 06/07/12/ 10/05/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1200**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	KNXV	10/09/12	10/15/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	4	\$700.00	P-3	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	4		\$700.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
7	KNXV	10/08/12-10/14/12		M-F 6pm-630pm		6pm-630pm	-TWThF----	:30		<del>(\$700.00)</del>		0.00	NM		
See MG 12.10 [program change preempt rv 9/6]															
10	KNXV	10/11/12-10/11/12		Prime News		8p-9p	---Th-----	:30		\$700.00		0.00	NM		
[relog]															
Week:		10/15/12	10/21/12	M-----	1		\$700.00		0.00						
E 13	KNXV	10/13/12	10/13/12	Sa 4pm/5pm News Sa 4pm/5pm News	CM	4-430p/5-530p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KNXV	10/08/12-10/14/12		Sa 4pm/5pm News		4-430p/5-530p	-----Sa--	:30		<del>(\$500.00)</del>		0.00	NM		
See MG 13.3 [There is no 4pm News on 10/13 due to Nascar. jtaylor 7/19/12]															
3	KNXV	10/08/12-10/14/12		Nascar		Various times	-----SaSu	:30		\$500.00		0.00	NM		
Ⓜ MG for 13.2 10/13															
E 14	KNXV	10/14/12	10/14/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$500.00		0.00						
E 16	KNXV	10/15/12	10/15/12	Monday Prime C Castle	CM	9pm-10pm	M-----	:30	1	\$5,500.00	P-6	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$5,500.00		0.00						
E 17	KNXV	10/14/12	10/14/12	Sunday Prime D Scandal	CM	9pm-10pm	-----S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$4,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KNXV	10/08/12-10/14/12		Sunday Prime D		9pm-10pm	-----Su	:30		<del>(\$4,000.00)</del>		0.00	NM		
See MG 17.3 [Scandal airs on Thursdays from 9-10pm. jtaylor 7/27/12]															
3	KNXV	10/08/12-10/14/12		Sunday Prime D		9pm-10pm	-----Su	:30		\$4,000.00		0.00	NM		
Ⓜ MG for 17.2 10/14															
E 18	KNXV	10/14/12	10/14/12	SU 1035pm-1105pm ABC15 Sports Sunday	CM	1035pm-1105pm	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$350.00		0.00						
E 19	KNXV	10/09/12	10/15/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	4	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	4		\$1,000.00		0.00						
Week:		10/15/12	10/21/12	M-----	1		\$1,000.00		0.00						
E 20	KNXV	10/09/12	10/15/12	Nightline Nightline	CM	1035pm-1102pm	MTWTF--	:30	4	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	4		\$450.00		0.00						



KNXV

Print Date: 10/08/12

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**KNXV-TV  
PHOENIX**Contract / Revision    **299973**    Flight Dates **10/09/12-10/15/12**Hiatus DatesOriginal Date / Revision    06/07/12/    10/05/12Order Sep    00:05:00Advertiser    **DCCC**Product **Democratic Congressional** Estimate #    **1200**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 20	KNXV	10/09/12	10/15/12	Nightline Nightline	CM	1035pm-1102pm	MTWTF--	:30	4	\$450.00	P-3	0.00	NM	5	\$2,250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/15/12	10/21/12	M-----	1		\$450.00	0.00								
E 21	KNXV	10/14/12	10/14/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/08/12	10/14/12	-----S	1		\$1,000.00	0.00								
N 22	KNXV	10/13/12	10/13/12	PR Various Non-Net 2 Castle	CM	9-10pm	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/08/12	10/14/12	-----S-	1		\$600.00	0.00								
														Totals	62	\$40,475.00

\*Tax 1 Note: Tax 0.5%.

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